

Message Text

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SUBJECT: DHAHRAN VISIT OF PENNSYLVANIA TRADE MISSION

1. PENNA STATE TRADE MISSION DEPARTED DHAHRAN JANUARY 30 FOR RIYADH AFTER ONE-AND-ONE-HALF-WORKING-DAY VISIT HERE. VISIT HIGHLY SUCCESSFUL FOR TWO MEMBERS: CAM INDUSTRIES AND SCHENCK CORPORATION. REPRESENTATIVE OF LATTER COMPANY, WHO CONSLUDED NEARLY QUARTER MILLION IN SALES HERE (WITH IMMEDIATE PSSIBILITY OF \$100,000 MORE) AND DESIGNATED SERVICE REP AS WELL, DESCRIBED RESULTS OF VISIT AS HAVING "GONE FAR BEYOND MY EXPECTATIONS". CAM INDUSTRIES MEMBER NOTED THAT DHAHRAN "WAS THE TARGET" FOR ENTIRE SAUDI VISIT AND HE TOO WAS PLEASED TO HAVE EXCEEDED HIS SALES EXPECTATIONS.

2. THREE COMPANIES (ZURN, AMERICAN METER, AND AIR PRODUCTS) FOUND VISIT USEFUL VECHICLE TO ASSESS MARKET REQUIREMENTS FOR THEIR CAPITAL PRODUCTS WHICH THEY WISH TO SEE INCLUDED IN SPECIFICATIONS FOR SAUDI ARABIA'S MOMMOTH GAS GATHERING PROJECT IN EASTERN PROVINCE. THEY ACKNOWLEDGED AT START OF TRIP THAT "THEY DIDN'T EXPECT TO MAKE A SALE ON VISIT" AND STOP IN DHAHRAN WAS, THEREFORE, A RECONNAISSANCE MISSION WHIHC ALLOWED THEM, AS NOTED BY AIRPRODUCTS MEMBER, "TO GET A BETTER DEFINITION OF WHAT WE NEED TO DO HERE." IN DEBRIEFING SESSION AT END OF VISIT, MEMBERS CONCLUDED THAT THOSE TEAM MEMBERS INTERESTED IN GAS GATHERING PROJECT (AND OTHER FOLLOW-ON PROJECTS) SHOULD HAVE (A) APPROACHED KEY COMPANIES (ARAMCO, FLUOR, AND BECHTEL) IN THEIR HOUSTON

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OFFICES BEFORE MAKING DHAHRAN VISIT AND (B) PORPOSED THAT APP-

ROPRIATE MEMBERS OF FUTURE TRADE MISSIONS BE ADVISED, IN ADVANCE OF THEIR DEPARTURE FROM US, OF IMPORTANCE OF HOUSTON VISIT TO GAIN BASIC UNDERSTANDING OF ARAMCO PROCUREMENT PROCEDURES AND TO SEEK GUIDANCE REGARDING OFFICERS OR INDIVIDUALS THEY SHOULD HAVE DISCUSSIONS WITH IN DHAHRAN.

3. REMAINING FOUR COMPANIES WITH REPRESENTATIVES ON TRADE MISSION FOUND VISIT AS USEFUL AS THEY HAD HOPED. ONE A&E FIRM, BUCHART HORN, IDENTIFIED GOOD JOINT VENTURE PARTNER. ANOTHER "SAW WHAT IS NEEDED" TO MARKET HIS PRODUCTS HERE. FOR ANOTHER, IT WAS AN OPPORTUNITY TO CONSIDER A NEW AGENT AND TO DETERMINE WHAT IS REQUIRED TO HAVE HIS COMPANY'S HANDTOOLS PLACED ON ARAMCO'S APPROVED PURCHASE LISTVQJJDWAA#A STEP WHICH HE HAS RECONGNIZED AS A "MUST" IF HE IS TO GAIN TOTAL MARKET ACCEPTANCE FOR HIS PRODUCTS IN THIS PART OF SAUDI ARABIA.

4. COMMENT: PENNA TRADE MISSION IS STRONG ONE WHICH HAS QUICKLY DEVELOPED GOOD SENSE OF TEAMWORK AND PROVIDED, AS ONE MEMBER NOTED, "A GOOD CROSS FERTILIZATION OF SALES." CONSUL GENERAL HOSTED RECEPTION FOR MISSION FROM LOCAL BUSINESS COMMUNITY WHICH ONE GUEST DESCRIBED AS DRAWING MORE COMMERICAL POWER THAN HE HAD EVER SEEN AT CONGEN REPRESENTATIONAL FUNCTION. MISSION MEMBERS USED EVENING EFFECTIVELY TO MEET LOCAL BUSINESSMEN NOT ONLY TO DEVELOP TRADE LEADS BUT TO GAIN INSIGHTS INTO MARKET AND TO APPRAISE THOSE WITH WHOM THEY WOULD HAVE APPOINTMENTS LATER ON. FOR POST, VISIT OF QUALIFIED TRADE MISSION, EXPERTLY LEAD BY PENNA OFFICIAL, PROVIDED USEFUL BAPTISM OF FIRE FOR NEW SENIOR STAFF NOW THAT DHAHRAN IS CLEARLY A "COMMERCIAL INTEREST POST." THOSE CONGEN MEMBERS WHO HANDLED VISIT DEEPLY APPRECIATED OBSERVATION OF ONE MEMBER, WHO HAD VISITED DHAHRAN EARLIER AS MEMBER OF ANOTHER TRADE MISSION, AND WHO NOW DESCRIBED ASSISTANCE HERE AS "MAJOR IMPROVEMENT IN THE EFFORT (BY CONGEN) BETWEEN NOW AND THREE YEARS AGO" TO ASSIST VISITING MISSION.
BUSHNELL

NOTE BY OC/T: #AS RECEIVED.

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